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INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Mr. F. L. Daylor

Date: November 13, 1981

From: P. J. Thomas

Subject: Northwind Field Pick-Up

July 14, 1981, Northwind 85 and 100 SP and Merit Menthol 85 and 100 SP were requested from Cleveland, Houston and St. Louis. The sales-force was asked to obtain one carton of each of the above-mentioned brands from each of five convenience stores and five supermarkets in their city. All samples were received at the Research Center by August 21, 1981.

The purpose of the pick-up was to determine the quality of the product in the field. Moisture analyses (oven volatiles) were performed on all products by August 26, 1981.

The lowest tobacco moisture for Northwind 85 SP cigarettes was from Cleveland; manufactured June 81, with an O.V. of 11.67. The lowest tobacco moisture for Northwind 100 SP cigarettes was from Cleveland; manufactured June 81, with an O.V. of 11.54. The lowest tobacco moisture for Merit Menthol 85 SP was from St. Louis; manufactured September - no date, with an O.V. of 9.41. The lowest tobacco moisture for Merit Menthol 100 SP was from St. Louis; manufactured February 81, with an O.V. of 10.96. Northwind and Merit 85 and 100 mm cigarettes, manufactured in June 1981, had similar moistures in Cleveland and Houston. However, Merit 85's and 100's had higher moistures than Northwind 85's and 100's in St. Louis.

The cigarettes with the lowest O.V. for each brand were submitted to the Flavor Development Subjective Smoking Panel, for the purpose of evaluating the acceptability of the cigarettes. These cigarettes are marked by a single * in Table I. Samples marked by a double **, in Table I, were also submitted for smoking evaluation. The purpose being to see if the same brand of cigarette from the different cities, with similar O.V.'s, but not necessarily manufactured at the same time, were comparable. The results are listed in Table II. Menthol in filler, filter, and smoke, or WS in filler and smoke, puff count, dilution and TPM were performed on all samples submitted for smoking. The results are also listed in Table II.

The Flavor Development Subjective Smoking Panel found all cigarettes submitted to be acceptable. Attached is a copy of a memo to me from J. H. Hickle, summarizing the conclusions of the Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/rspk0001

P. J. Thomas

PJT/stk

Attachments

cc: Mr. M. A. Kirby
Mr. L. F. Meyer
Mr. T. A. Newman
Mr. H. L. Spielberg
Mr. J. E. Wickham

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